

ORDER



Orders

Order / Rev: 170240

Alt Order #: 06394938

Product Desc: THOMPSON FOR SENATE

Estimate: 3071

Flight Dates: 10/25/12 - 10/30/12

Original Date / Rev: 10/24/12 / 10/24/12

Order Type: GENERAL

Primary AE:

Sales Office:

Sales Region:

WDJT-TV-LP

Matthew Norten

HDC

NAT

Agency

Name: Strategic Media Placement

Buying Contact: Whitney Eversole

Billing Contact:

7669 Stagers Loop

Delaware, OH 43015

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

Cash

Broadcast

EOM/EOC

15%

Advertiser

Name: Pol/T Thompson/R/Sen/WI

Demographic: A50+

Product Codes: PL Candidate

Priority: P-2

Revenue Codes: AGY, POL, CAND

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

00:15:00

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 10/01/12 | 10/28/12 | 19 | \$34,250.00 | \$29,112.50 |
| 10/29/12 | 10/30/12 | 8 | \$2,800.00 | \$2,380.00 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|---------|--------------|-------------|--------|
| October 2012 | 19 | \$34,250.00 | \$29,112.50 | 0.00 |
| November 2012 | 8 | \$2,800.00 | \$2,380.00 | 0.00 |
| Totals | 27 | \$37,050.00 | \$31,492.50 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Matthew Norten | | | Start Of Order - End Of Order | 100% |

| Order Share | Share | Total |
|-------------|-------|--------------|
| WDJT-TV-LP | 14% | \$37,050.00 |
| Market | 100% | \$264,642.86 |

| Competitive Share | Share | Total |
|-------------------|-------|-------------|
| CABLE | 0% | \$0.00 |
| WBME | 0% | \$0.00 |
| WCGV | 0% | \$0.00 |
| WISN | 34% | \$89,978.57 |
| WITI | 31% | \$82,039.29 |
| WMLW- | 0% | \$0.00 |
| WPXE | 0% | \$0.00 |
| WTMJ | 21% | \$55,575.00 |
| WVTV | 0% | \$0.00 |
| WYTU | 0% | \$0.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------|------|-------------------|-----------------|--------------------------|-------|----------------|-------------------|-----|-------------|---------|---------------|------|------|-------|----------|
| E 1 | WDJT | 10/25/12 | 10/26/12 | Morning News M-F 6a - 7a | DM | 6a-7a | ---TF-- | :30 | 2 | \$50.00 | P-2 | 0.00 | NM | 2 | \$100.00 |
| | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/22/12 | 10/28/12 | ---TF-- | | | 2 | | \$50.00 | | 0.00 | | | | |
| E 2 | WDJT | 10/29/12 | 10/30/12 | Morning News M-F 6a - 7a | DM | 6a-7a | MT----- | :30 | 2 | \$50.00 | P-2 | 0.00 | NM | 2 | \$100.00 |
| | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--------|------|-------------------|-----------------|--|-------|--|---------|-----|-------------|-------------|-----|---------------|------|-------|-------------|
| E 2 | WDJT | 10/29/12 | 10/30/12 | Morning News M-F 6a - 7a M-F 6a - 7a | CM | 6a-7a | MT----- | :30 | 2 | \$50.00 | P-2 | 0.00 | NM | 2 | \$100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | MT----- | | 2 | | | \$50.00 | | | 0.00 | | | |
| E 3 | WDJT | 10/28/12 | 10/28/12 | CBS Sunday Morning CBS Sunday Morning | CM | 8a-930a | -----1 | :30 | 1 | \$750.00 | P-2 | 0.00 | NM | 1 | \$750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | -----1 | | 1 | | | \$750.00 | | | 0.00 | | | |
| E 4 | WDJT | 10/28/12 | 10/28/12 | Sun 1030a-11a Green and Gold Game Day Live | SPRT | 1030a-11a | -----1 | :30 | 1 | \$400.00 | P-2 | 0.00 | NM | 1 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | -----1 | | 1 | | | \$400.00 | | | 0.00 | | | |
| E 5 | WDJT | 10/25/12 | 10/26/12 | Price Is Right 10a-11a Price is Right 10a-11a | CM | 10a - 11a | ---TF-- | :30 | 2 | \$350.00 | P-2 | 0.00 | NM | 2 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | ---TF-- | | 2 | | | \$350.00 | | | 0.00 | | | |
| E 6 | WDJT | 10/29/12 | 10/30/12 | Price Is Right 10a-11a Price is Right 10a-11a | CM | 10a - 11a | MT----- | :30 | 2 | \$350.00 | P-2 | 0.00 | NM | 2 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | MT----- | | 2 | | | \$350.00 | | | 0.00 | | | |
| E 7 | WDJT | 10/25/12 | 10/28/12 | CBS58 Nws 5p M-Sa/530p CBS58 Nws 5p M-Sa/530p Su | CM | 5-530p/530-6p | ---TFSS | :30 | 4 | \$200.00 | P-2 | 0.00 | NM | 4 | \$800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | ---TFSS | | 4 | | | \$200.00 | | | 0.00 | | | |
| E 8 | WDJT | 10/29/12 | 10/30/12 | M-F 5pm News M-F 5pm News | CM | 5p-530p | MT----- | :30 | 2 | \$200.00 | P-2 | 0.00 | NM | 2 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | MT----- | | 2 | | | \$200.00 | | | 0.00 | | | |
| E 9 | WDJT | 10/25/12 | 10/28/12 | M - SU Late News M-Su 10p-1035p | CM | 10p - 1035p | ---TFSS | :30 | 4 | \$800.00 | P-2 | 0.00 | NM | 4 | \$3,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | ---TFSS | | 4 | | | \$800.00 | | | 0.00 | | | |
| E 10 | WDJT | 10/29/12 | 10/30/12 | M-F Late News M-F Late News | CM | 10p-1035p | MT----- | :30 | 2 | \$800.00 | P-2 | 0.00 | NM | 2 | \$1,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | MT----- | | 2 | | | \$800.00 | | | 0.00 | | | |
| E 11 | WDJT | 10/27/12 | 10/27/12 | SEC Afternoon Game SEC Afternoon Game | SPRT | Fri 130p-5p/Sat 11p-12p (2:00 PM-5:00 PM) | -----1- | :30 | 1 | \$250.00 | P-2 | 0.00 | NM | 1 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | -----1- | | 1 | | | \$250.00 | | | 0.00 | | | |
| E 12 | WDJT | 10/28/12 | 10/28/12 | NFL Today NFL Today | SPRT | NFL Today | -----1 | :30 | 1 | \$1,000.00 | P-2 | 0.00 | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | -----1 | | 1 | | | \$1,000.00 | | | 0.00 | | | |
| E 13 | WDJT | 10/28/12 | 10/28/12 | NFL Late Game Regular Season NFL Late Game Regular Season | SPRT | NFL Late Game Regular Season | -----1 | :30 | 1 | \$3,000.00 | P-2 | 0.00 | NM | 1 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | -----1 | | 1 | | | \$3,000.00 | | | 0.00 | | | |
| E 14 | WDJT | 10/28/12 | 10/28/12 | Green Bay Packers Green Bay Packers | SPRT | Various | -----1 | :30 | 1 | \$24,000.00 | P-2 | 0.00 | NM | 1 | \$24,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | -----1 | | 1 | | | \$24,000.00 | | | 0.00 | | | |
| E 15 | WDJT | 10/25/12 | 10/26/12 | CBS Mning Nws M-F 7-9a CBS This Morning M-F 7a-9a | CM | 7a-9a | ---TF-- | :30 | 1 | \$50.00 | P-2 | 0.00 | NM | 1 | \$50.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | ---TF-- | | 1 | | | \$50.00 | | | 0.00 | | | |
| Totals | | | | | | | | | | | | | | 27 | \$37,050.00 |